Sometimes you need a “Whack” on the side of the head

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Why We All Need a “Whack” on the side of the head?

• Creativity is a learned, not an innate talent.
• Creative thinking allows new solutions to old problems.
• Creative problem solving is fun!
Activity #1

• When was the last time you came up with a creative idea?
  – This morning
  – Yesterday
  – Last week
  – Last month
  – Last year

• What was it?

• What motivates you to be creative?
Examples of creative thinking

• Put a wine press and a coin punch together and you get…
  – The printing press -- Johann Gutenburg

• Explain a nanosecond…
  – 30 centimeter string (1/1,000,000,000 of a second at the speed of light) -- Navy Admiral Grace Hopper

• Get a vacation when you’re overworked…
  – Write a symphony where the players leave as it goes along -- Joseph Haydn’s Farewell Symphony

https://www.youtube.com/watch?v=OQ4Iwoo0Kdo
Activity #2

• You are a marketing hot shot. You get a call from the president of a large company and learn that somehow his inventory system has fouled up, and his company now has a $1,000,000 over supply of ball bearings. Your job is to think of things to do with the ball bearings, either using them one at a time or in combinations. List your ideas…
Activity #3

• By adding only a single line:
  – Turn VII into 8
  – Turn VIII into 7
  – Turn IX into 6
Why is creative thinking so hard? Mental Locks…

- Looking for the “Right” Answer
- That’s Not Logical
- Following the Rules
- Being Practical
- Play is Frivolous
- That’s Not My Area
- Don’t Be Foolish
- Avoid Ambiguity
- To Err is Wrong
- I’m Not Creative
Empty the Cup

• When the tea cup is full, you can’t put any more in…
• So to, when your mental cup is filled, you have to “unlearn” it before you can “relearn it”.
• Students start school as question marks and end as periods. Shouldn’t this be reversed?
Let’s do some creative thinking…

• Problem: How to encourage applicants to apply on time?

• Assignment:
  – Turn the problem on its head.
  – Look at it from another point of view
  – How is this problem like _____?
How about any work problems you want to explore?

- Who has a problem within their operation they wish to explore?
- Everyone take a card.
- Work in groups of three.
- Explore and play!
Another tool…

• Mental Models
• System perspective:
  – Graph the various effects on whether a student will apply for aid at Valencia.
Student likes the school

Family concerned about cost

Family gets app forms. Reward/time Factor.

What others have told them about applying

Customer service experience with the FAO

Admission decision / other schools
Try to graph your problem

• What are the inputs and outputs?
  – Where are the decision points?
  – What items lead to each other?
  – Where are the exit points?

• Reference - “Mental Models” from Peter Senge’s The Fifth Discipline
Another Whack on the Side of the Head
(or a Kick in the Seat of the Pants)

• Creative Thinking isn’t enough…
  – You need to put your creative ideas into action.

• Know when to be:
  – An Explorer
  – An Artist
  – A Judge
  – A Warrior

<table>
<thead>
<tr>
<th>Explorer</th>
<th>Artist</th>
<th>Judge</th>
<th>Warrior</th>
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<tr>
<td>Searching for new information</td>
<td>Turning your resources into new ideas</td>
<td>Evaluating the merits of an idea</td>
<td>Carrying your idea into action</td>
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Where to go when you need another whack?

• Roger von Oech’s
  – A Kick in the Seat of the Pants: Using your Explorer, Artist, Judge and Warrior to be More Creative